

IN THE CLAIMS:

Please cancel claims 7-8, 18-19 and 38-39, amend claims 1-6, 9-17, 20, 22, 29, 33-37 and 40-46 and add new claims 47-54 as follows:

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1. (Currently amended) A method of supervising personal exposure to a consumer electronics device by a user, the method comprising:
- selecting one of one or more viewer profile preset content-based specification sets ~~previously stored by the manufacturer~~ in permanent memory within the consumer electronics device in response to a user input;
  - setting a content-based specification set automatically in response to the selection of, each one of the one or more viewer profile preset specification sets, each of the content-based specification sets being selectable based upon the user's family profile and comprising a rating and a subject matter category;
  - receiving a program signal suitable for conversion by the consumer electronics device into user discernible information;
  - receiving a content-based indicator set indicative of a rating and a subject matter category of the program signal;
  - comparing the ~~selected preset content-based~~ specification set with the received content-based indicator set; and
  - impairing the program signal based on the comparison.

2. (Original) The method of claim 1, wherein the received content-based indicator set is carried by the program signal.

3. (Currently amended) The method of claim 1, wherein the program signal is impaired if the received content-based indicator set transgresses the selected ~~preset~~ content-based specification set.

4. (Currently amended) The method of claim 1, wherein the rating of the respective ~~preset~~ content-based specification and content-based indicator sets is a television rating.

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5. (Currently amended) The method of claim 1, wherein the rating of the respective ~~preset~~ content-based specification and content-based indicator sets is a movie rating.

6. (Currently amended) The method of claim 1, wherein the subject matter category of the respective ~~preset~~ content-based specification and content-based indicator sets is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

7-8. (Cancelled)

9. (Currently amended) The method of claim 1, wherein the ~~preset content-~~based viewer profile specification set is selected via a menu.

10. (Currently amended) The method of claim 1, wherein the ~~preset content-~~  
~~based~~ viewer profile specification set is selected via a dedicated function key.

11. (Currently amended) The method of claim 1, wherein selection of the  
~~preset content-~~ viewer profile specification set is effected in response to entry of a  
valid passcode.

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12. (Currently amended) The method of claim 1, wherein selection of the  
~~preset content-~~ viewer profile specification set is effected in response to entry of  
valid user information.

13. (Currently amended) Permanent recordable media for a consumer  
electronics device, comprising:

one or more ~~preset content-~~ viewer profile specification sets ~~preset by the~~  
~~manufacturer~~, each of the one or more ~~preset content-~~ viewer profile specification  
sets being selectable by a user; ~~based upon the user's family profile and~~

at least one content-based specification set corresponding to the one or more  
viewer profile specification sets, the content-based specification set comprising a rating  
and a subject matter category; and

a computer program comprising the steps:

selecting one of the one or more ~~preset content-~~ viewer profile  
specification sets upon command by a user of the consumer electronics device;

setting the corresponding content-based specification set automatically in  
response to the selection of one of the one or more viewer profile specification  
sets;

comparing the ~~selected-preset~~ corresponding content-based specification  
set with a content-based indicator set received by the consumer electronics  
device, the received content-based indicator set indicating a rating and a subject  
matter category of a program signal received by the consumer electronics device;  
and

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generating a control signal in response to the comparison between the  
~~selected-preset~~ corresponding content-based specification set and the received  
content-based indicator set.

14. (Currently amended) The permanent recordable media of claim 13,  
wherein a blocking control signal is generated if the received content-based indicator set  
transgresses the ~~selected-preset~~ corresponding content-based specification set, and  
wherein generation of the control signal impairs a program signal received by the  
consumer electronics device.

15. (Currently amended) The permanent recordable media of claim 13,  
wherein the rating of the respective ~~preset~~-content-based specification and content-based  
indicator sets is a television rating.

16. (Currently amended) The permanent recordable media of claim 13, wherein the rating of the respective ~~preset~~ content-based specification and content-based indicator sets is a movie rating.

17. (Currently amended) The permanent recordable media of claim 13, wherein the subject matter category of the respective ~~preset~~ content-based specification and content-based indicator sets is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

*D! could*  
18-19. (Cancelled)

20. (Currently amended) A consumer electronics device having "V-chip" circuitry for supervising personal exposure to user discernible information, comprising:

permanent nonvolatile memory comprising:

one or more ~~preset content-based~~ viewer profile specification sets ~~preset by the manufacturer~~, each of the ~~preset content-based~~ viewer profile specification sets being selectable by a user; ~~and based upon the user's family profile and~~

at least one content-based specification set corresponding to the one or more viewer profile specification sets, the content-based specification set

comprising a rating and a subject matter category;

a logic unit coupled to the nonvolatile memory and being configured for:

setting the corresponding content-based specification set automatically in response to the selection of the viewer profile specification set ~~selecting one of the~~

~~one or more preset content-based specification sets upon command from by~~ a user  
of the consumer electronics device;

comparing the ~~selected~~ corresponding content-based specification set with  
a content-based indicator set received by the consumer electronics device, the  
received content-based indicator set indicating a rating and a subject matter  
category of a program signal received by the consumer electronics device; and

generating a control signal based on the comparison between the ~~selected~~  
corresponding content-based specification set and the content-based indicator set;

and

a program signal impairment mechanism coupled to the logic unit and configured  
for, based on the control signal, selectively passing a program signal without substantial  
impairment or impairing the program signal.

21. (Original) The consumer electronics device of claim 20, further  
comprising an output device coupled to the program signal impairment mechanism for  
transforming the program signal into the user discernible information.

22. (Currently amended) The consumer electronics device of claim 20, further  
comprising a data entry system for commanding the logic unit to set a custom ~~select one~~  
~~of the one or more~~ content-based specification set.

23. (Original) The consumer electronics device of claim 20, wherein the  
program signal carries the content-based indicator set, and further comprising a data

extraction device coupled to the logic unit for extracting the content-based indicator set from the program signal.

24. (Original) The consumer electronics device of claim 20, wherein the program signal impairment device is a switch.

25. (Original) The consumer electronics device of claim 20, wherein the program signal impairment device is a scrambler.

*DI could*  
26. (Original) The consumer electronics device of claim 20, wherein the output device is a television system audio/video output device.

27. (Original) The consumer electronics device of claim 20, wherein the permanent nonvolatile memory is ROM.

28. (Original) The consumer electronics device of claim 20, wherein the logic unit is a microcomputer.

29. (Currently amended) A method of supervising personal exposure to a consumer electronics device by a user, the method comprising:

accessing a V-chip menu system stored in permanent memory within the consumer electronic device, the menu system including a menu comprising a first selection for accessing a preset criteria menu and a second selection for accessing a

custom criteria menu, wherein the preset criteria menu includes one or more ~~selections~~  
~~corresponding to preset content-based~~ viewer profile specification sets stored in  
permanent memory, each of the ~~preset~~ viewer profile specification sets being selectable  
~~based upon the user's family profile and~~ having a corresponding content-based  
specification set comprising a rating and a subject matter category, and wherein the  
custom criteria menu includes a plurality of selections corresponding to ratings and  
subject matter categories individually stored in permanent memory;

selecting the first selection and accessing the preset criteria menu;

selecting a first ~~preset criteria~~ viewer profile specification set;

automatically setting the corresponding content-based specification set in

response to the selection of the viewer profile specification set; and

storing the ~~first preset criteria~~ corresponding content-based specification set in  
memory as a current content-based specification set.

30. (Previously presented) The method of claim 29 further comprising the  
steps of:

receiving a program signal suitable for conversion by the consumer electronics  
device into user discernible information;

receiving a content-based indicator set indicative of a rating and a subject matter  
category of the program signal;

comparing the current content-based specification set with the received content-  
based indicator set; and

impairing the program signal based on the comparison.



31. (Previously presented) The method of claim 29, wherein the received content-based indicator set is carried by the program signal.

32. (Previously presented) The method of claim 29, wherein the program signal is impaired if the received content-based indicator set transgresses the current content-based specification set.

*D' cont'd*  
33. (Currently amended) The method of claim 29, wherein the rating of the respective ~~preset~~ content-based specification and content-based indicator sets is a television rating.

34. (Currently amended) The method of claim 29, wherein the rating of the respective ~~preset~~ content-based specification and content-based indicator sets is a movie rating.

*Rule 37 CFR 1.126*

*35* ~~37~~. (Currently amended) The method of claim 29, wherein the subject matter category of the respective ~~preset~~ content-based specification and content-based indicator sets is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

*36-37* ~~38-39~~. (Cancelled)

38 ~~40.~~ (Currently amended) The method of claim 29, wherein the ~~preset content-~~  
based viewer profile specification set is selected via a dedicated function key.

39 ~~41.~~ (Currently amended) The method of claim 29, wherein selection of the  
~~preset content-~~based viewer profile specification set is effected in response to entry of a  
valid passcode.

40 ~~42.~~ (Currently amended) The method of claim 29, wherein selection of the  
~~preset content-~~based viewer profile specification set is effected in response to entry of  
valid user information.

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41 ~~43.~~ (Currently amended) The method of claim 20, wherein each ~~preset-viewer~~  
profile specification set ~~corresponds to~~ is labeled with an age group.

42 ~~44.~~ (Currently amended) The method of claim 20, wherein the ~~preset~~ viewer  
profile specification set is immediately selectable upon the initial operation of the  
consumer electronics device.

43 ~~45.~~ (Currently amended) The method of claim 44, wherein at least one ~~preset~~  
content-based specification set comprises a television rating and a movie rating.

44 ~~46.~~ (Currently amended) The method of claim 45, wherein at least one ~~preset~~  
content-based specification set includes a plurality of standardized ratings.

45 ~~47.~~ (New) The method of claim 1, wherein each viewer profile specification set has a separate corresponding content-based indicator set.

46 ~~48.~~ (New) The method of claim 1, wherein each content-based indicator set comprises a moving rating, a television rating and a subject matter category that is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

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47 ~~49.~~ (New) The permanent recordable media of claim 13, further comprising a separate content-based indicator set corresponding to each viewer profile specification set.

48 ~~50.~~ (New) The permanent recordable media of claim 13, wherein each content-based indicator set comprises a moving rating, a television rating and a subject matter category that is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

49 ~~51.~~ (New) The consumer electronics device of claim 20, further comprising a separate content-based indicator set corresponding to each viewer profile specification set.

*50* ~~52.~~ (New) The consumer electronics device of claim 20, wherein each content-based indicator set comprises a moving rating, a television rating and a subject matter category that is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

*D' could* *51* ~~53.~~ (New) The method of claim 29, wherein each viewer profile specification set has a corresponding separate content-based indicator set.

*52* ~~54.~~ (New) The method of claim 29, wherein each content-based indicator set comprises a moving rating, a television rating and a subject matter category that is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

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